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IDENTITY: KEY TO MEANINGFUL PLACE- MAKING The Case for Berkeley

IDENTITET: IDEJA VODILJA U STVARANJU MJESTA Primjer Berkeleyja

Key words • Ključne riječi

place-meaning	mjesto-značenje
place-identity	mjesto-identitet
environment	okolina
Berkeley	Berkeley
university	sveučilište
university campus	sveučilišno naselje

Abstract • Sažetak

This paper proposes to make site-specific the ingredients that have gone into "making" a place called Berkeley, the name that identifies both the University Campus and the City which embraces it. The intent is to show how a deeper understanding of the phenomenon of Identity with Place may serve to guide its prospects for the future. To do this the author draws on the attached summary of Ten Properties of Identity with Place developed from extensive field research in urban places of various scales and forms. The paper will demonstrate the extent to which these properties measure up to the environmental character of the Berkeley Campus seen in the context to The City.

Ovaj je članak napisan da bi se upozorilo na sastavnice koje su "stvorile" mjesto zvano Berkeley, a koje su povezane s njegovim smještajem. Ime Berkeley obuhvaća i Sveučilišno naselje Campus i grad koji ga okružuje. Autor je želio pokazati kako detaljnije poznavanje fenomena identiteta mjesta može poslužiti za usmjeravanje njegove budućnosti. Za tu se svrhu služi priloženim pregledom *Deset svojstava identiteta mjesta* do kojih je došao detaljnim terenskim proučavanjem gradskih sredina različitih veličina i oblika. Članak će pokazati važnost tih svojstava u stvaranju karaktera *berkeleyjskog Campusa* kao zasebne sredine u kontekstu grada.

Aims and Directions

Environmental identity plays a key role in the making of places. In the case of Berkeley the extraordinary qualities given by nature have attracted settlers and builders especially sensitive to its landscape features, an enduring source of environmental inspiration. The axis from Grizzly Peak that cuts down from the steep hills, out across the Bay and through the Golden Gate brought about a ready regional sense of identity. This simple geographic guideline has inspired the location and design of the Campus and the basic structural system of the City. North and south of the axis, Berkeley has also been graced by a broad spectrum of environmental features in the form of gently sloping foothills, creek systems with oak-studded glades, flat lands and a three-mile shoreline with wetland bird havens. These have provided on a more intimate scale sources of a deeper sense of Identity of Place.

This paper aims to make specific, both as to site and scale, the ingredients that have forged the quality of connectedness and belonging held by Berkeleyans as a particular source of "Environmental Spirit". In everyday use the name Berkeley identifies both the University Campus and The City which embraces it. Although one is governed by the statewide, appointed Board of Regents and the other by its elected City Council and body of citizen commissions, together they comprise a single place, an integrated physical environment. In the interests of gaining an awareness of these resources, we shall explore this contextual relationship to reveal the particular set of human identities that make Berkeley a unique place. A deeper understanding of the environmental sources of Identity of Place may serve as a catalyst to spark its prospects for the future in terms of both planning and our daily use.

An Approach to Our Goal

To do this we draw on Ten Properties or characteristics of Identity of Place developed from extensive field research in about a dozen cities, towns and villages of distinctive scales and forms on the Dalmatian Coast of Croatia. These are contained in the concluding chapter of *Dalmatia: A Search for the Meaning of Place*, now in process of publication¹ The study was motivated by exploring my forebears' cultural origins and environmental identity in order to understand my own in the San Francisco Bay Region through my education, professional development and family life in Berkeley. These properties evolved from my "urban readings" carried out in an open intuitive style that can be called "a guided phenomenology"². Through these we may judge to what extent they seem valid against the environmental character of the Berkeley Campus seen in the context of the City. The "reading" method developed through this direct first hand experiencing of places, and the Ten Properties that research generated are set forth separately in the

¹ Violich, 1996.

² A phrase contributed by Kenneth Craik of the Department of Psychology, University of California at Berkeley.



FG. 1. BERKELEY AS CAMPUS AND CITY SHARES AN EAST-WEST AXIS MARKED BY THE CAMPANILE, DOWNTOWN, UNIVERSITY AVENUE AND BERKELEY PIER. TOGETHER WITH NEIGHBOURHOODS TO THE NORTH AND SOUTH THESE CREATE A STRONG SOURCE OF COLLECTIVE IDENTITY.

Photo by • **Fotografija**

A. Adams

SL. 1. CAMPUS I GRAD IMAJU ZAJEDNIČKU OS U SMJERU ISTOK-ZAPAD OZNAČENU ZVONIKOM, TRGOVAČKOM ČETVRTI, ULICOM UNIVERSITY AVENUE I OBALOM BERKELEY PIER. ZAJEDNO S ČETVRTIMA PREMA SJEVERU I JUGU, STVARAJU JAK IZVOR KOLEKTIVNOG IDENTITETA.

Appendix³. These can guide the reader as we go along and allow us to focus directly their application to Berkeley.

After this experience in Dalmatia in recent years I came to see Berkeley with new eyes and clear images of its many essential characteristics. A fresh awareness of the general and detailed elements of Berkeley's urban form placed the Campus and the City in my mind as two highly interrelated elements of one environment. Let us now sample the Ten Properties drawing on the first and last.

The *Hierarchical Nature of Identity* made clear the geographical symmetry of Berkeley. The Campus, centered on the Campanile, emanates outward along the visual axis – bent somewhat here and there – that runs down University Avenue to the waterfront, moves upward to Grizzly Peak and bisects the entire East Bay Area subregion. This context in turn is set in the powerful and identity-compelling San Francisco Bay and Golden Gate entrance to the Pacific. Appropriate to the conference title my last identity characteristic deals with the quality of

³ Violich, 1995.

Spirituality. Could this be the same as "Cal Spirit?" Deeply experiencing a place like our Campus over a long period of time, even through the generations, accumulates a feeling for the uniqueness of its setting as a certain symbol of its human purposes of education and the advancement of knowledge.

In this light and with my accumulated of the impact of major environmental changes taking place on the Campus in the past decade led me to take on walks all who would risk my "Urban Readings". Starting with graduate students, faculty wives, and Campus planners, I worked my way up from the Assistant Vice Chancellor for Planning and Design to the Associate, then to the influential Vice Chancellor for Business and Administrative Services. Finally I walked the Chancellor, Chang-Lin Tien, himself, in the company of these assistants, and I would say that he was among the most sensitive to fully seeing the interplay between varied environmental elements in a relevant and creative way. Through their varied responses, I felt my method did open a opportunity for their own fuller perception of the Campus and identity with it.

The Ten Properties

1. Hierarchy and Scale

We have shown how Hierarchy of Spatial Scale can create a broader and more resourceful Identity of Place. No better position can be found on the campus than from the top of the Campanile. I rediscovered this in taking visitors up on a clear day a few weeks ago. These were my son – a Wurster Hall graduate – and two grandsons being groomed for the family tradition of Bay Area environmental identity.

One can know a single "home base" of the Campus through daily use and yet develop no image of its relationship to the Campus as a whole. Then, one who lives in El Cerrito, for example, and travels daily from that sector establishes an even more marginal linkage to the Campus in one's consciousness. For those who commute to San Francisco, their experience is at even a larger and more remote regional scale. However, fully experiencing Berkeley's strong urban structural system, the centrality and symmetry of both Campus and City, all users and visitors alike can build a lasting and mautre local source of Identity with Place in the hierarchy of scales of the regional setting.

In short, the lesson to learn from this Property to apply to planning in the future is to reinforce the linkages between immediate elements of daily habitual use and the outer reaches of the environment as one unified whole. By breeding into our collective consciousness as planners and environmental designers the interconnectedness among the separate disciplines, the government jurisdictions and the geographic regional elements, we can be guided by the ecological nature of the entire range of the Hierarchy.

2. Experiential Roots Deepest at the Local Level

This takes us to the essence of Identity of Place: that one's roots are deepest where the most habitual and intimate experiences take place. We come down from perceiving the potentials for regional identity on the airy heights of the Campanile-thirty one stories above – to the eye level experiences of our daily lives. We may experience Campus walks or city streets, faculty classrooms or municipal offices, student dorms or family residences, Campus sectors or neighbourhoods or hills or flatlands. Yet, at this smallest scale it is the quality of the differing surroundings of the everyday living and the connections available to individuals and communities that give meaning to the form of places. In this daily experience lies the opportunity to make precise our seeing of the physical patterns that surround us. This experience allows either identity or alienation to emerge from within us. An enriching sense of belonging and well-being can be cultivated or – as is too often the case – the response can be distracting, or even repelling.

Now, as a potential planning guideline, this key Property offers a more powerful lesson for the Campus planner and user than do other types of places. First, the Campus as a university in its own right provides a rich diversity of natural features and wide range of buildings symbolic of every substantive phase of human endeavor. These present the designer with both opportunity and challenge, for the Campus in terms of building placement has often failed to reflect human responses. An outstanding example is the conversion of the community-forming student "Dining Commons" at Sproul Plaza to an individual student counseling service. Thus, the opportunity for a "Campus" wide experience of lunching together and augmenting the collective identity was weakened. Another case is the way the addition to the Life Sciences Building imposes itself mercilessly on the reverent Eucalyptus Grove, in earlier years a focal point of outdoor gatherings. Surely, incorporating the participation of users of the Campus in the planning and design processes could go far to build the sense of Identity of Place in the daily experience of Campus users.

3. Uniqueness of Urban Form and Quality

The role of the designer in place-making through identity sources takes us to the next Property: Uniqueness in the Form of Places. For example, as we have shown, the uniqueness of San Francisco Bay as foreground clearly heightens the quality of both Campus and City as shared source of identity. The unique axial pattern linking both places and backed by mountains has been a dominant source of identity to early settlement. In 1898, Edward P. Payne wrote:

In clear and quiet weather each dwelling enjoyed an unobstructed view of the Bay, and the opening into the Pacific seemed so wide that

*every resident, from Temescal to San Pablo, claimed for his house the distinction of being "exactly opposite the Golden Gate".*⁴

However, this ready-made identifying feature came as a gift of nature. On the other hand, much of the built environment resulted from this strong sense of identity evoked in early planners and architects. A current example is the citizen-lea movement to restore the fountain at Marin Circle forty years after its destruction to again serve as a powerful source of neighbourhood connectedness. The Campanile, with its regional visibility and its relative coherence to the Classic style of the Campus, are essential examples of the uniqueness of the built environment based on these qualities of the extraordinary site. However, in recent years, new buildings stressing individuality of design have reduced the uniqueness of the campus as a whole, and lessened some of the collective identity appropriate to the inspirational site and University purposes.

4. Common Ground for Other Identities

In any given urban place, especially those with the heterogeneous make-up of our multicultural society, the physical environment provides a common vehicle for non-spatial forms of identity. These may include national and ethnic origins, religious beliefs and family, social, economic and community interests. Certainly, however, due to the pace and scale of metropolitan growth, many urban places fail to connect up their citizenry of all cultural backgrounds into a healthy identity.

Berkeley, as City, has tried to achieve this quality, through an emphasis on environmental management and social impacts. Yet, the physical form and function of the city has only recently been given attention. The City's General Plan has not been updated since 1977. On the other hand, compare the strong commonality of the Campus in presenting itself as a well-focused spatial framework for the enormously diverse range of its students, faculty, and substantive areas of learning. With all of its shortcomings the University's environmental presence succeeds in providing a compelling rallying point for multiple – often conflicting – interests and origins, Sproul Plaza as the obvious case. Granted that the design of the Campus came from highly centralized authority and the City from a broad range of community leadership, both could learn from each other. Much could be done to bring about a richer and more representative physical environment for Campus and City as a common vehicle for achieving the human interests of both.

5. Dynamic, Community-Forming Force

The environment – natural and built – can become a resource to bring people together into communities through a common commitment towards solving problems of the environment they share. Identity will evolve into a collective expression as individuals broaden their visual

⁴ Mc Ardle, 1983.

awareness and exchange with others their responses to threats against their adopted place. As demonstrated in this Environmental Spirit Conference, joint effort by the Campus community is already forming a body of people capable of effective influence that can lead to a participatory style of environment planning and design for Berkeley that reflects values held in Identity with a Place.

In Berkeley, the City, numerous examples can be pointed to. Within a year or two, a few individuals on Halcyon Court – a unusually wide one block street just off Telegraph Avenue – talked informally about turning the unused middle portion of the asphalt into a park for the immediate neighbourhood. A solid community came into being; a proposal was made to create "Halcyon Commons"; municipal approval was gained and funds committed for construction this year. Another example is steps taken toward creek restoration through a small group in Berkeley some ten years ago. This has since grown to a movement covering most of the urban areas of the East Bay watershed and involving hundreds of participants throughout each year.

Similarly, environmentally generated community life has worked well in Berkeley's city parks since the early 1980's as friends groups for Cordonices Park, the Rose Garden north of the Campus and Willard Park to the south have become permanent. In the last three years, eight such activist volunteer groups – led by the above – have formed an organization called Berkeley Partners for Parks, now working with City Hall towards bringing about a renaissance of the neglected Berkeley Park system. Through this, Berkeley's many local neighbourhoods are gaining a new sense of community and identity.

On the Campus, initiatives were taken in the 1950's and 1960's by faculty representing various aspects of landscape architecture and gained recognition by the University administration to serve in an advisory capacity. This was lost in the long range development planning of the 1970's and 1980's, carried out largely without landscape components. More recently new initiatives taken to form an interdisciplinary advisory committee seem to have failed to take root. This movement needs to be reinvigorated as a more self-propelled venture, a possibility since the formation of the Chancellor's Environmental Council and its related activities such as this Conference.

6. Insiders vs. Outsiders

This Property distinguishes between Identity with Place at a superficial level and at a depth that grows out of sustained involvement. Due to the turnover of the student and – to a lesser degree – faculty population, few have become "insiders". However, an enormous number do develop a close sense of belonging to the Campus in their important, memorable and informative years. If they are also residents with families they develop a greater degree of connectedness to both Campus and

City. Only those who participate fully in the ongoing life in Berkeley can fully be identified as Insiders.

In our environmental fields, one example comes to mind in the person of Bill Wurster who in so many ways, academic and professional, working with T. J. Kent came to greatly influence Campus planning and founding the College of Environmental Design. A significant lesson to be learned from this distinction between Insiders and Outsiders is that to undertake the advancement of environmental values for either city or Campus "Outsiders," urban planners and designers need to deliberately turn themselves into "Insiders." Surely, Michael Dobbins must have learned this in having to shift an established identity from Birmingham to Berkeley as Campus Planning Director.

7. Dual and Multiple Identities

Maintaining strong identities with urban places other than one's home base makes possible the "bridging" of differing cultures and thus gaining a broader environmental experience. This is becoming commonplace in our new area of diversity, mobility, telephones, fax and e-mail. Certainly in this expanded version of this Identity with Place, Berkeley is a winner. As a global place, the Campus is already a terminus of a network of dual, triple and numerous identities with places beyond the imagination.

To advance "the Environmental Spirit", Berkeley stands at an advantage to learn, exchange and work with techniques and policies being studied in almost any part of the world. In this global sense, the growing environmental movement at Berkeley also has the advantage of the high level of leadership in the Bay Area. Here is an opportunity for the Campus community to exploit this resource of multiplicity of identities and take leadership in environmental bridge-building.

8. Oneness of Place

The accumulation of the experiences induced by "reading" urban places generated for me an all-encompassing mental image of "oneness". The image became amalgam of space and time fused together, a well-fitted assembly of visual patterns, relevant associations and feelings, highlighted differences and unique qualities, together with history and substantive knowledge. Each place gained a coherence and memorability, both exhilarating and genuine, like ultimately getting to fully know a person. This immersion into a place reveals the unseen ecological nature of today's urban environments, as rain forests are now understood. "Oneness" of place represents the individual's potential for maximizing a sense of interconnectedness beyond the habitual and everyday use of a place.

In spite of the holistic relationship of the urban structural system of Berkeley – both as Campus and City – examples abound as failures

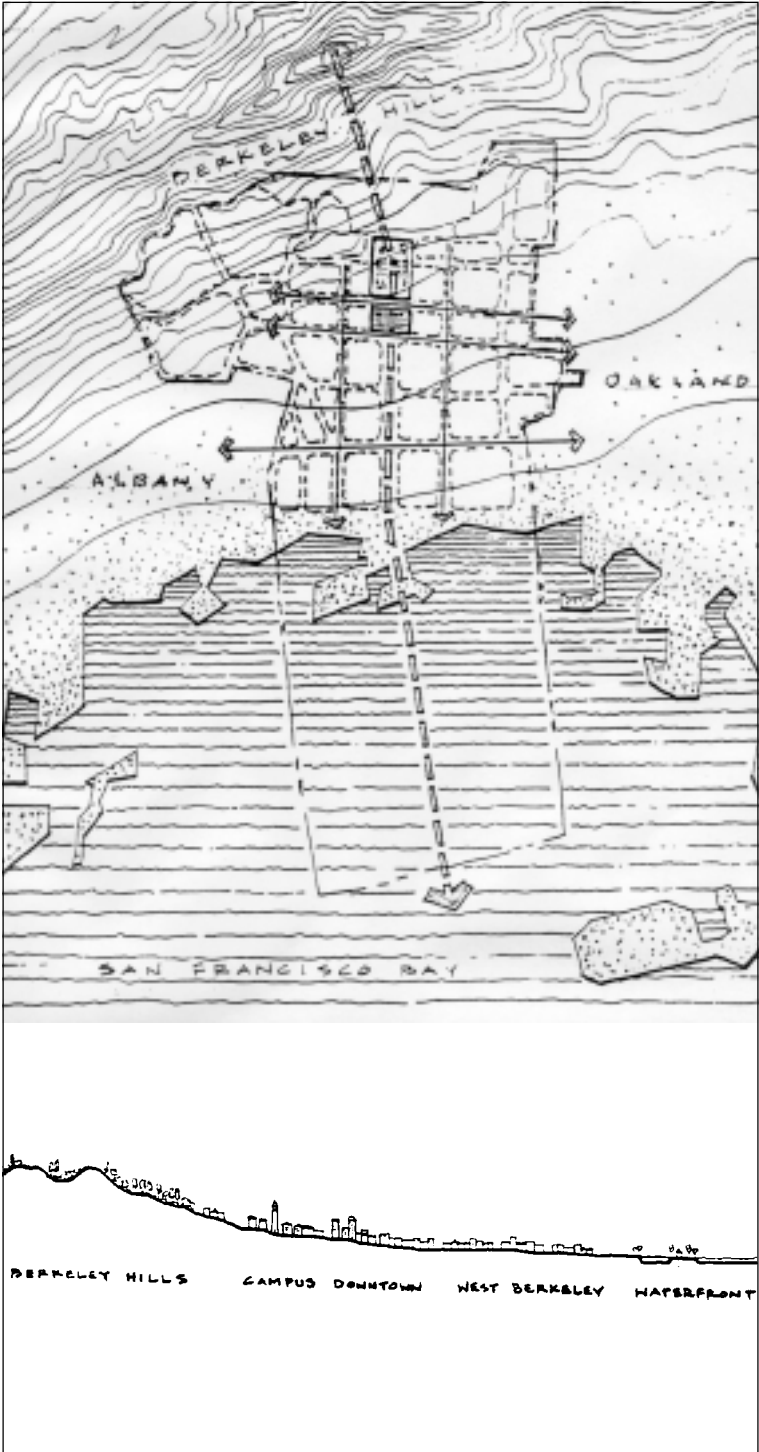


FIG. 2. A UNIQUE GEOGRAPHY DETERMINES THE SYMMETRY AND DIVERSITY OF BERKELEY'S STRUCTURAL SYSTEM: DOWN FROM THE HILLS TO FLATLANDS, BAY AND OUT THE GOLDEN GATE TO THE PACIFIC

Photo by • **Fotografija**
A. Adams

SL. 2. JEDINSTVENI ZEM-LJOPIS ODREĐUJE SIMETRIJU I RAZNOLIKOST STRUKTURNOG SUSTAVA BERKELEYA: S BRDA PREMA RAVNICI, ZALJEVU I KROZ ZLATNA VRATA PREMA TIHOM OCEANU

in the built environment to achieve this sense of "oneness". From Campanile, the Campus becomes a two-dimensional pattern of rooftops, whose red tile geometry speaks for planning decisions intended to firmly offer coherence of identity with the Campus as a whole. Other rooftops that on the ground level break this coherence become merely geometric shapes. Evans Hall and Wurster Hall, as examples, play a harmless role seen in two dimensions. Returning to the pedestrian experience on the ground, they represent the conflict between wholeness and fragmentation found elsewhere that impacts our ability to achieve "oneness" of Identity.

Taking the larger urban experience of the Campus down at ground level we find two Campuses representing these opposing concepts. One is the traditional campus bound by its major streets, where a relatively strong sense of wholeness can be experienced. This is so, thanks to the cohesive positioning and low rise scale of the Classic elements, graciously framed in the abundant verdure of creek corridors and lawns. The wholeness has been extended by the handling of the underground additions to the Library and the sweeping open glade and oak woodland – yet to be planted. These create a continuous greenbelt in the spirit of Frederick Law Olmsted of the 1860's. He was well aware of the human meaning that joins identity with environmental "oneness".

Then, we have the other Campus, that facing the bounding streets – mainly for the present – Bancroft and Hearst. For the Berkeley visitor who leaves without entering the traditional Campus, the Identity taken away is one of disorder and piecemeal planning. "Institutional creep" and the lack of overall urban design policies, both by the City and the Campus have created an identity image incompatible with academic burdens needs and damaging to residential and commercial land uses.

For example, on Hearst Avenue, one wonders at finding the new Computer Science building intruding on the shingled buildings of John Galen Howard across the street that bears no architectural relationship to its neighbouring Etchevery Hall. The green tile – reportedly chosen to recall the Eucalyptus up the hill – and the Moorish arches embellished by Palm trees painfully break into the strong identity of the native Redwoods and Oak that hold together this north side of the Campus. Then, walking down Bancroft Avenue from the Olmsted memorial plaque across from the International House we experience an incoherent spacing of academic buildings and openings into the Campus across from commercial buildings and others lacking any sense of order. As we approach a blue glass building complete with window boxes for red geraniums, one wonders at this urban fragmentation of the Campus seen as a whole.

To recover from this disturbing sample of "urban reading" we return to Hearst and face Founder's Rock, a sturdy relic of the past to ponder our experiencing of this "other" Campus. It becomes quite clear that the concept of identity through coherence of places is a valued lesson yet to be learned as well advance the frontier of environmental knowledge.

9. Intergenerational Continuity as Heritage

Society passes on Identity with Place from one generation to another, leaving a legacy in the physical environment. From this phenomenon marking out time in years, decades or centuries, the present generation can gain an awareness of the cultural and environmental values of the past on which to build for the oncoming descendants. The decision may be to break the link, as was the case only weeks ago to demolish the Berkeley Theater – the oldest in the city – by an overly anxious early morning wrecking crew. Continuity abounds in Europe as a major source of architectural and cultural history, from which we have learned. The rapid environmental change of our times requires strong will to preserve places representative of the past as a part of today's urban fabric and daily life.

The continuity of Identity with Place applies particularly in the case of the Berkeley Campus because of the generational turnover inherent in the educational processes. Consider the number of holders of four-year Bachelor degrees, six years for Master's and more for Ph.D's who continually overlap their occupation of the Campus. These alumni join the roster of many more holding strong identity for its visual qualities, through experiencing this environment at a time especially critical to their personal development. This attachment gained draws them back later in life for visits to this rich environmental legacy. For them, those new elements that are well-integrated into the image of the past, honor not just those buildings or creek corridors themselves, but the symbols of belonging and identity they served to establish.

Berkeley, the City, perhaps more so than others in the State, has recognized the value of Identity with Place in passing on in the built environment a valued heritage. But through its own citizenry, has held in place the history of the city's social, economic and physical development as been held in place in the form of examples most significant to each period. This can serve to expand the collective sense of Identity and influence current building now bringing change. Such continuity is portrayed in a spirited way in Susan Cerny's *Berkeley Landmarks*. The study closely integrates the social, cultural and economic history of each of the city's neighbourhoods with the architectural, urban design, and landscape character, highlighting for each its distinctive identity as the basis of the officially adopted "landmark" status.⁵

10. The Place of Spirituality

Something called "the CAL spirit" has endured at least since my student days in the 1930's. Echoes still resound with the vitality of the football season, focused on Strawberry Canyon, an inspiring setting in itself. Certainly, that inner feeling sparked by a stirring environmental experience must continue on down from the Stadium, into the many green reaches of the Campus, through Faculty Glade, then up the

⁵ Cerny, 1994.

Campanile to look back to the hills, and out the Golden Gate.

Something like that might well be what John Keilch had in mind in seeking a title for the Conference, one befitting Berkeley's environment. In my studies, I had to put to one side the often loosely used term, "Spirit of Place". Rather, I found that "Spirit" lies not in the physical attributes of a place, but within ourselves in response to the human meaning symbolized in the physical space. Places transcend their material make-up by the human forces that gave them shape in collaboration with nature. Recognition of these ingredients whether as users, designers, planners, or analysts can capture the qualitative side of our minds' sensibilities. In doing so, we define a core of essential qualities that would evaporate were the physical place – the Campanile, Sather Gate, Strawberry Creek, the Oaks of Faculty Glade, and its ancient Buckeye, or certainly Founders' Rock itself – to be obliterated.

As to lessons to be learned from this challenging Property of Environmental Spirituality, they might well be the sum total of the preceding nine. With that thought, I leave to my readers the question of its application to the Campus and City. Perhaps this could be explored in the next Berkeley Environmental Conference.

Collaborative Place-Making for Berkeley Identity

We have measured Berkeley as a single place made up of two different though complementary elements: Campus and City, in light of the Ten Properties of Identity with Place. In a general sense both rate high on shared Identity sources and both are relatively free of the environmental disconnectedness, stresses and alienation commonplace in so many other urban places of similar size. Yet, on looking closely at the detailed parts of the whole, those offering greater intimacy of daily experiences, there is much to be achieved to bring together the users of City and Campus into a common environmental Identity. Perhaps this can best be found in the peripheral area of transition from Campus to City. Then a confusion of identities play havoc with meaningful place-making between the University's needs and the commercial, residential and community-oriented land uses. Beyond this peripheral area, neighbourhoods have their shopping centers, schools and parks as sources of identity. Closer environmental linkages between Campus and City in overall planning would benefit each and create an enriched place guided by a collective identity with each other's interrelated needs.

Both elements have reached their saturation point with no areas to expand to. A judicious collaborative in-fill might be the answer to conflicting identities. This could take the form of a deliberately established transition area between the traditional Campus and the surrounding irregularly shaped belt of presently diverse uses. With academic uses held within the Campus proper, the transitional zone



would maximize housing for students. Faculty, staff and others would share space with business and semi-public uses of a related nature. Such a clarified mixed use identity could over the long term bring businesses the social and economic benefit to Berkeley – both as University and as City.

Examples already in progress toward this vision include the work of the Telegraph Avenue Association representing all parties to be benefitted, the locating of law students on the edge of Downtown Berkeley, and the new faculty and staff housing on the Presentation site west of Downtown. A healthy balance between the urban and academic environments would bring education closer to the "real world" and perhaps foster fresh forms of Berkeley community life.

This trend has begun and the on-going elaboration and implementation of the *Long Range Development Plan for the Campus*, together with the City's current up-dating of the 1977 *General Plan*, offer the needed frameworks for policy making. In addition, Downtown's Urban Design Plan has been completed and the Comprehensive Civic Center Plan is about to begin. University Avenue's Strategic Plan is underway, including major tree planting to take place this Fall as well as several other "Avenue Plans". These propose to fill in gaps with low density housing and related mixed land uses as long term city policy.

Another critical source of support for greater collective Identity with Place, now gaining new attention in the City government, is its environmental system that frames our land use patterns. Methods of more effectively dealing with the City's natural open spaces in the form

FIG. 3. BUSINESS CENTRE
OF SAN FRANCISCO

Photo by • **Fotografija**
N. Lipovac

SL. 3. POSLOVNI CENTAR
SAN FRANCISKA

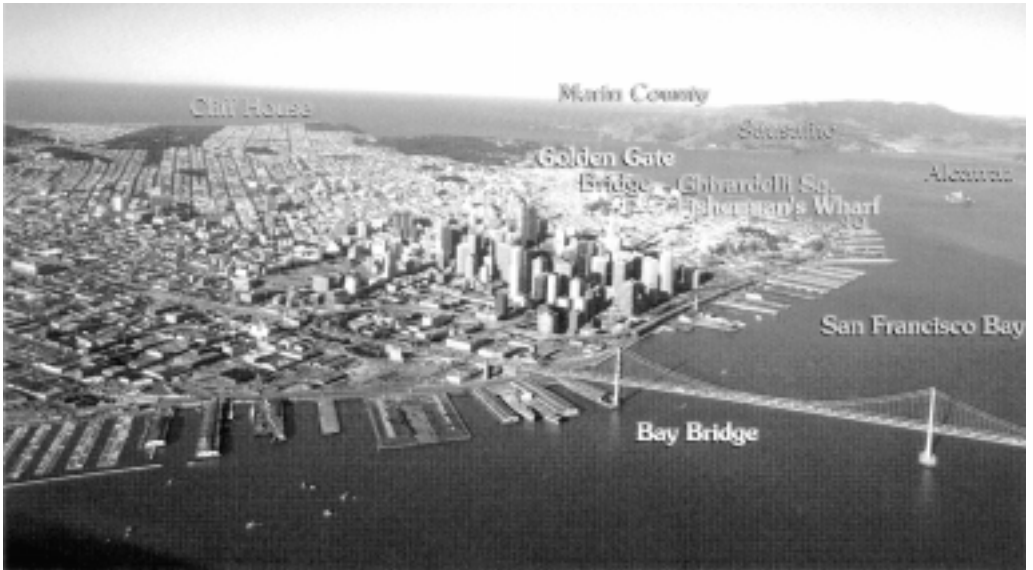


FIG. 4. AERIAL VIEW OF SAN FRANCISCO

Photo by • **Fotografija**
San Francisco Novelties, Inc.

SL. 4. POGLED NA SAN FRANCISCO

of city parks and recreation areas – such as reorganization of the administration – are being carried out. A new professional direction has been established, along with priorities for funding for park improvements in a participatory basis. In these directions lies the potential to make collective Identity with Place a theme of environmental planning for Berkeley that would generate social and cultural enrichment, self-sustainability of its economy and bridge the values of both City and University.

Acknowledgements

This paper developed from my interest in testing the validity of the Ten Properties of Identity with Place in other places than Dalmatia Coastal areas and Italian Hill Towns.⁶ Berkeley provides a familiar subject for me and colleagues with environmental orientation from whom I might have responses to this as a "working paper". I had originally intended to try out the Properties in a session on Environmental Phenomenology at the Conference of the Environmental Design Research Association (EDRA) last March in Boston. I would have drawn out members of the session on their "hometowns", then develop the paper on Berkeley through a presentation in Early April to a seminar given by Ken Craik of Environmental Psychology and Ralf Weber of Architecture. Unable to attend either, nor this Conference, my thanks go to John Keilch for allowing me to complete the paper for the Proceedings. I am also grateful to Sylvia McLaughlin, Susan Cerny and Ken Craik for commenting on my draft. Additional comments and questions from others are welcome.

⁶ Violich, 1989.



FIG. 5. A VIEW OF THE U.C. BERKELEY CAMPUS

Photo by • **Fotografija**

S. August

SL. 5. POGLED NA SVEUČILIŠNI KAMPUS BERKELEYJA

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Sažetak • Summary

IDENTITET: IDEJA VODILJA U STVARANJU MJESTA

Primjer Berkeleyja

Ovaj je članak napisan da bi se upozorilo na sastojnice koje su "stvorile" mjesto zvano Berkeley, a koje su povezane s njegovim smještajem u izvanrednoj okolini. U svakodnevnom govoru ime Berkeley obuhvaća i sveučilišno naselje Campus i grad koji ga okružuje. Iako jednim upravljaju postavljeni upravitelji, a drugim odbor izabran na izborima, oni ipak čine jedno mjesto, integrirani fizički predio. Istražit ćemo njihovo međudjelovanje da bismo otkrili kakvi su se posebni ljudski identiteti razvili u toj "berkeleyjskoj" sredini, među njegovim prošlim i sadašnjim korisnicima. Namjera nam je bila da pokažemo kako dublje poznavanje fenomena identiteta mjesta može poslužiti da bi se usmjeravala njegova budućnost.

U tu se svrhu koristimo priloženim prikazom Deset svojstava identiteta mjesta koja su proizašla iz detaljnog proučavanja u gradovima razne veličine i oblika na dalmatinskoj obali Hrvatske. Istraživanje je potaknuto kulturnim vezama mojih predaka, kao što se i moj identitet razvio obrazovanjem, profesionalnim razvojem i životom u Berkeleyjskoj sredini. Ti su zaključci proizašli izravno iz "urbanog čitanja" na otvoren i intuitivan način koji bi se mogao nazvati "usmjerenom fenomenologijom".

Na primjer, počinjemo s očito hijerarhijskom prirodom Campusa u čijem je središtu zvonik od kojeg se naselje širi prema obali, a na sjeveru i jugu se penje na brda podregije Istočnog zaljeva. Sve je to smješteno u zaljevu San Francisca koji i sam ima snažni identitet, a koji se širi kroz Zlatna vrata na pučinu Tihog oceana. Karakteristike okoline na kraju, nakon dugotrajnog proživljavanja jedinstvenih svojstava Campusa i njegovih ljudskih ciljeva, izgrađuju svojstvo duhovnosti (možda je to sam *Duh Californije*).

Zahvaljujući viziji svojih osnivača, Berkeley je, kao Campus i grad, relativno oslobođen nepovezanosti, stresa i otuđenja čestih u ostalim gradovima Amerike. Članak nastoji na poseban način izgraditi spoznaju o tome kakvu će ulogu identitet mjesta imati u idućem stoljeću. Način kako to postići je "pri ruci", on izvire iz tekuće razrade i primjene *Dugoročnog razvojnog plana za Campus* i tekućeg osuvremenjivanja *Generalnog plana* iz 1977. g. U obama je planovima najkritičniji element, koji je ozbiljno zapušten, uloga prirodnih otvorenih prostora. Njih bi trebalo pretvoriti u parkove i rekreacijske prostore kao mogući poticaj za društveno i kulturno obogaćenje i ojačavanje života zajednice, i kao glavni izvor duha sredine.

Francis Violich